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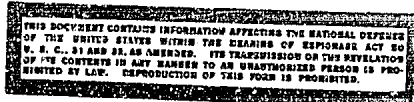
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SURVEY OF BULGARIAN PRESS PROPAGANDA, 1 - 28 APRIL 1952

This report is an analysis of Bulgarian propaganda for the first 4 weeks of April 1952. It is based on an examination of 28 issues of Rabotnichesko Delo, organ of the Central Committee of the Bulgarian Communist Party, published 7 days a week. The total space in a single issue of the 4-page, seven-column newspaper is 502 column inches (including headlines). The composition of a typical issue of Rabotnichesko Delo is as follows:

The first page is, of course, used for the most outstanding news of Communist interest. The editorial appears on the left side, taking two columns and covering almost the length of the paper. Often the first page also carries a feature entitled "In the Soviet Union," taking up two columns and the length of the paper. The center three columns of the first page usually contain an exhortation of some type for greater industrial and agricultural production or an article of similar nature.

Page 2 usually contains a three-column feature, "Party Life," covering about two thirds the length of the page. It discusses Communist Party matters, such as Bulgarian Communist heroes, youth, training, instructions, agitation, etc. The rest of the page is devoted to cultural subjects, such as book reviews, movies, literacy, art, poetry, etc. (about one third of the whole page), and a feature of varying subject matter somewhat in the nature of an editorial covering the bottom third of the page, and often continuing to page 3.

The third page contains most of the "factual" information on industry, agriculture, finance, etc. It also contains, more or less regularly, a roundup of news from the Communist-bloc countries called "In the People's Democracies," taking up a single column. Page 3 is also used for propaganda against enemies of Communism.

Page 4 is the normal page for international news. In addition, movies, etc., radio programs, and sports usually take part of one column.

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This analysis considers the main themes appearing in the paper, and includes only those themes which are carried in more than one of the weeks covered. The propaganda has been divided into three categories: (1) international Communism, (2) anti-West (including anti-Yugoslav), and (3) domestic propaganda. The two basic criteria used to determine the relative importance of the themes are: volume of material (quantitative criteria), and its prominence (prominence criteria). The quantitative criteria include the number of column inches and number of articles devoted to the theme, and the number of days the theme appears in a given period. The prominence criteria include column inches, number of articles, and number of days the theme appears on the front page. Prominence is determined more exactly by a count of the front-page articles appearing at the top of the front page and for how many days. The last prominence criterion is the number of editorials devoted to the theme.

Ranking the propaganda themes for the 4-week period in their order of importance from the Communist viewpoint, as determined by applying mechanically and uncritically the nine criteria noted above, gives the following:

International Communism

1. "In the Soviet Union" and other USSR and Satellite news
2. Exchange of birthday greetings among Communist-bloc leaders
3. International Economic Conference in Moscow
4. International Conference for the Protection of Children
5. Friendship among Communist-bloc nations
6. 22d Congress of British Communist Party
7. Chinese artists in Bulgaria

Anti-West

1. Anti-US biological warfare and/or atrocity propaganda
2. Anti-Greek (including spy trials)
3. German peace treaty
4. Anti-Yugoslav
5. General anti-US

Domestic

1. May Day production pledges
2. Early sowing
3. "Party Life" and Bulgarian Party matters*
4. Worker training

*Training, agitation, youth, education, self-criticism, glorification, etc.

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In a critical analysis of the themes, the following may be noted:

In terms of prominence, space, and persistence, the features "In the Soviet Union" and "In the People's Democracies" rated first place in propaganda for international Communism for the 4-week period. But since these are regular features and had no unusual aspects, it can perhaps be assumed that they did not have special propaganda significance.

The largest amount of space in the 4-week period was devoted to the Moscow Economic Conference as an instrument of international cooperation, with 34 articles, 718 inches, but the conference appeared on the first page only once during the month. It received attention for the first 3 weeks and was then dropped except for one 36-inch article on 27 April. The Conference ended on 12 April. First-page space devoted to themes of international Communism was taken up, naturally enough, by accounts of Stalin's answers to the questionnaire of American newspaper reporters and by exchange of birthday greetings among Communist-bloc leaders (Beirut and Kim Il-sung). Stalin's interview was carried heavily for the first week (246 inches, 12 articles, including 9 first-page articles), but only one day in the second week (two articles, including one first-page). The birthday celebration was carried for the second 2 weeks (335 inches, 20 articles, including 14 first-page).

The international Conference for the Protection of Children [see 00-W-22480 and 00-W-229487] held in Vienna 12 - 16 April was carried for the last 3 weeks of the period and accounted for 262 inches, 24 articles, on 11 days. Only three articles were on the front page.

In the last 2 weeks the common theme of "friendship" runs through a group of 16 articles (179 inches) on intra-bloc relations (including one article on Chinese-Japanese Communist friendship) and seems unusual enough to warrant mention as a separate theme.

It would seem to be of considerable significance, from the viewpoint of the importance placed by the Communist bloc on British left-wing sentiment, that the 22d Congress of the British Communist Party was covered during 2 weeks by seven articles, the first of which, a congratulatory telegram from the Bulgarian Communist Party, was given the top billing usually reserved for the affairs of bloc countries. An article in the same paper speaks of the growing anti-American sentiment in Britain and emphasizes the interests of the British people as against American war plans.

In contrast, the Second Congress of the Albanian Workers' Party was given less coverage and did not appear on the first page.

China appeared in the news fairly constantly (17 articles in 14 days, none on the first page) in the reporting of Chinese artist troupes touring Bulgaria.

In anti-West propaganda, the US was the chief target, as is to be expected, getting a little more than half of the propaganda (1,135 of 2,156 inches) directed against the West and appearing continuously. Of the anti-US propaganda, 72 percent (816 inches) was related to biological warfare and other atrocities allegedly committed by the US in Korea.

The Greek spy trials and other anti-Greek propaganda were carried for all 4 weeks, but were displaced in quantity and prominence in the last 2 weeks when the German peace treaty came under heavy fire.

The German peace treaty averaged over 200 inches, 17 articles, per week, and was covered for 11 out of 14 days, whereas the anti-Greek propaganda

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averaged 60 inches, 6 articles, per week and was covered for 14 out of 28 days. The Greek trials were on the first page four times in the first 2 weeks only; the peace treaty was front-paged for 2 days.

It is interesting to note also that coverage of the German treaty declined slightly in volume and prominence during the fourth week. In the third week, of 20 articles published in 6 days, two were on the first page. In the fourth week, of 14 articles published on 5 days, none was front-paged.

Anti-Yugoslav propaganda was given 367 inches, 27 articles, for 20 of the 28 days, but not one article reached the first page.

Bulgarian domestic propaganda dealt mainly with economic matters in connection with the approaching May Day and spring planting, as well as production pledges in honor of May Day. These two themes accounted for almost two thirds of the domestic propaganda and far outshone other domestic themes on the first page.

Most of the remainder of the domestic propaganda was accounted for by the "Party Life" feature.

A tabulation (by criteria) of main Bulgarian propaganda themes during the 4-week period 1 - 28 April 1952 follows. Only those themes are included which appeared in more than one of the weeks covered and more than once in each of those weeks. It is evident, then, that no theme is included in the tabulation unless it was mentioned at least 4 days and during at least two weeks.

In ranking the themes, each of the criteria was assigned the same value. Of any two themes, that rating higher in the greatest number of criteria ranked higher in order of importance.

In the following table, the first three columns represent the quantitative criteria; the last six, the prominence criteria.

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Four-Week Tabulation of Bulgarian Propaganda Themes

Type of Propaganda	Total Column Inches	Total No of Articles	Total No of Days Published	Front Page Column Inches	No of Front Page Articles	No of Days on Front Page	No of Articles on Top of Front Page	No of Days on Top of Front Page	No of Radiotrials
<u>International Communism</u>									
1. "In the Soviet Union" and other USSR and Satellite news	713½	65	20	398½	39	13	13	13	2
2. Exchange of birthday greetings among Communist-bloc leaders	335	20	7	149	14	6	9	6	
3. International Economic Conference in Moscow	71.8	34	18	29	1	1	1	1	1
4. International Conference for Protection of Children	262½	24	11	35	3	2	1	1	1
5. Friendship among Communist-bloc Nations	179	16	9	13	2	2			
6. 22d Congress of British Communist Party	110½	7	5	9	1	1	1	1	
7. Chinese artists in Bulgaria	144	17	14						
Total	2,462½	183		633½	60		25		4
<u>Anti West</u>									
1. Anti-US IV-atrocity propaganda	816½	57	22	45	2	2	1	1	1
2. Anti-Greek (including spy trial)	239½	24	14	80	4	4			

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3. German peace treaty	413½	34	11	22	2	2		
4. Anti-Yugoslav	367½	27	20					
5. General anti-US	319	19	9					
Total anti-US propaganda (1+5)	1,135	76		67	4	4	1	1
Total	2,156	161		147	8		1	1

Domestic

1. May Day production pledges	1,196½	82	23	613½	45	19	14	9	2
2. Early sowing	-1,322½	69	17	326	22	10	9	8	4
3. "Party Life" and Bulgarian Party matters*	1,338	42	23	201½	8	8	5	5	4
4. Worker training	93½	4	4	62	2	2	2	2	1

*Training, agitation, youth, education, self-criticism, glorification etc.

Total	3,950½	197		1,203	77		30		11
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